

Subject: This week from CCA (CCA Delivers - May 11, 2017)
From: "Central City Association" <jdanganan@ccala.org>
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To: "Julia Marino" <jmarino@downtownla.com>

CCA Delivers

CCALA.org
May 11, 2017

In: **INSIDE THIS ISSUE**

- **23rd Annual Treasures**
- **Report to the Development Industry Summary**
- **Jessica Lall Honored at City Plants Annual Cocktail Party**
- **Metro Bike Share**

CCA Holidays at the Globe

Council President Herb J. Wesson, Jr.; Marc Merrill and Brandon Beck, Riot Games; Jessica Lall, CCA; Lt. Gen. Samuel A. Greaves, Los Angeles Air Force Base; David DiCristofaro, Wells Fargo; Rev. Andy Bales, Union Rescue Mission; Councilmember Jose Huizar; Tim Gunn, Project Runway; Martha Saucedo, AEG; Sue Laris, founder of L.A. Downtown News; and Bert Dezzutti, Brookfield Properties

23rd Annual Treasures Luncheon

This afternoon, CCA welcomed over 1,000 attendees at the 23rd Annual Treasures of Los Angeles™ Luncheon. We recognized our region's civic, media, technology and business leaders including: **Andy Bales**, CEO of the Union Rescue Mission; **Tim Gunn**, Author, Executive & Emmy-winning co-host of *Project Runway*; **Sue Laris**, Founder of *L.A. Downtown News*; the **Los Angeles Air Force Base**; and **Riot Games**. These leaders embody the spirit of leadership, community service, and entrepreneurship.

Council President Herb Wesson served as the event emcee and **Councilmember Jose Huizar** presented the award to Andy Bales. We were also honored to be joined at the event by several other elected officials including: **Congresswoman Lucille Roybal Allard**, **City Attorney Mike Feuer**, and Council members **Gil Cedillo**, **Marqueece Harris-Dawson**, **Paul Koretz**, **Mitch O'Farrell** and **Curren Price**.

CCA thanks all of our members for attending today's event. Your support enables us to fulfill our mission to advance policies and initiatives that support Downtown's vibrancy and investment in the region. Our event would not be possible without the generous support of our sponsors. We would especially like to thank Host Sponsors **AEG** and **Brookfield**; Presenting Sponsors **Bank of America** and **Wells Fargo**; Sapphire Sponsors **Crescent Heights**, **Greenland USA**, **L.A. Downtown**

EVENTS CALENDAR

CCA EVENTS

WEDNESDAY, MAY 17

4 - 5 p.m.

MEET & GREET: SENATE

PRESIDENT PRO TEMPORE KEVIN
DE LEON

Los Angeles State Historic Park
Open to Executive Committee
members only.

THURSDAY, JUNE 15

11 a.m. - 1:30 p.m.

HOUSING PANEL & SHOWCASE:

DENSITY IS OUR DESTINY

Omni Hotel Los Angeles

WEDNESDAY, JUNE 21

5:30 - 7:30 p.m.

MEMBERS SOIREE HONORING

CALVIN HOLLIS AND MARIE

SULLIVAN, METRO

Sheraton Grand Los Angeles

MEMBER EVENTS

MONDAY-WEDNESDAY, MAY

22-24

LOS ANGELES AREA CHAMBER

OF COMMERCE'S ACCESS DC

Washington, DC

TUESDAY, MAY 23

6 - 8 p.m.

UCLA COMMUNITY RECEPTION

FOR THE HONORABLE DAVID RYU

'99

Ca' Del Sole

COMMITTEE CALENDAR

WEDNESDAY, MAY 17, 2017

8:30 - 10 a.m.

News, LBA Realty, and Oceanwide Plaza; and Platinum Sponsors AT&T, California Hospital Medical Center, Delson Investment Company, Fashion Institute of Design & Merchandising, Kaiser Permanente, Latham & Watkins, Los Angeles Parking Association, NBCUniversal, OUE Limited, Related California, U.S. Bank, Union Rescue Mission, USC, and Westin Bonaventure Hotel & Suites.

For 93 years, CCA has been the leading advocate for a strong and vibrant Downtown. CCA will continue to support Downtown's evolution and will identify new ways to broaden our reach to include technology, creative and small business sectors, as well as our growing residential population.

Thank you for joining us today in celebrating our region's Treasures!

Report to the Development Industry Event Summary

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Deputy Mayor Ray Chan, Office of Mayor Eric Garcetti; Assistant Chief Kristin Crowley, LAFD; Gary Lee Moore, Bureau of Engineering; Jessica Lall, CCA; Frank Bush, LADBS; Vince Bertoni, City Planning; Joel Jacinto, Board of Public Works; and Ted Allen, Bureau of Engineering

The Mayor's Office of Economic Development recently hosted an event, Report to the Development Industry, on April 26 and CCA was proud to be an event partner. The event attracted 150 industry representatives, as well as staff representing 11 development service agencies. After hearing presentations from each agency and engaging in a moderated discussion, participants reported that the City is cutting red tape and streamlining processes – and agreed that there is no better city than Los Angeles in which to build.

To review the event presentations, [please click here](#).

Jessica Lall Honored at City Plants' Annual Cocktail Party

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Jessica Lall, CCA; Nancy Sutley, LADWP; Bill Funderburk, LADWP Commissioner; and Elizabeth Skrzat, City Plants

Thank you to City Plants for honoring the work of Jessica Lall at their annual Cocktail Party on April 25. Her work with developers in particular has been a game changer – not just for the City Plants program, but for L.A. Corpsmembers and the

HOUSING, LAND USE & DEVELOPMENT

Topics: OURLA2040, Hazens LA Center, 1020 S. Figueroa Street; Building Forward LA

Special Guests: Claire Bowin, Department of City Planning; Tracy Chu, Hazens; Ashley Atkinson, Office of Mayor Eric Garcetti

WEDNESDAY, MAY 31, 2017
8:30 - 10 a.m.

DOWNTOWN 2030

Topics: Cap Park 101; Park Fee Update

Special Guests: Cecilia Estolano, ELP Advisors; Elizabeth Peterson, EPGLA; Darryl Ford, Department of Recreation and Parks

CCA IN THE NEWS

"If you create more certainty on cost, there would be even more funding available to the community, and [a higher likelihood] of that revenue stream going toward their intentional purposes," said Jessica Lall, CCA. *The Real Deal*, May 5, 2017. "[Could Garcetti's affordable housing plan hamper the market?](#)"

CCA MEMBERS IN THE NEWS

"What this does is that now developers can't just hire whoever they want. There are people that push consultants to do [environmental impact reports] a certain way, so this will force them to think twice before wanting to just appease the developer," said Edgar Khalatian, Mayer Brown. *The Real Deal*, May 5, 2017. "[Will new restrictions reduce the number of CEQA lawsuits?](#)"

"We live in a digital world where people want to express who they are and how they feel. Developers can embrace this and incorporate pieces that speak to the audience they want to engage

entire landscape of Downtown.

City Plants will be presenting at an upcoming policy committee meeting on July 26. Join us to learn about their work to plant and distribute 15,000 trees annually and provide clean air, cooling shade, energy efficiency, and a friendlier neighborhood for all. For more information about the meeting, please contact CCA Associate Director of Public Policy and Membership, [Joanne Danganan](#).

Metro Bike Share for Business

Metro Bike Share has launched the Bike Share for Business program, offering businesses a way to purchase bulk passes at a discount for their employees, tenants and clients in Downtown L.A. Pricing for a monthly pass is as low as \$6 per month per participants. For more information, please visit the [Bike Share for Business page](#).

Also, May is Bike Month, and Metro Bike Share is offering the opportunity to try Metro Bike Share for a whole month for free. [Sign up online](#) at any time during the month of May using the promo code BIKEMONTH17 at checkout for your free monthly pass.

CCA is currently advocating for a more flexible Bike Share pricing structure. For more information, please contact CCA Director of Public Policy, [Shane Phillips](#).

with," said Meg Byrne, The Ratkovich Company.

"As permanent works are often costly to maintain and developers are looking to attract a buzz and activate building plazas and create a storyline for their projects, they are looking for artworks that are interactive, unique and ideally have a functional component," said Carmen Zella, Now Art L.A.

"Let's be honest, 25 or 30 years ago, the audience for the art was much more monolithic — it was the white male office worker that most projects wanted to court. Now the art you choose has to reflect the changes in the community. You're seeing it in projects because people feel comfortable around street art like that," said Chris Rising, Rising Realty Partners. [L.A. Downtown News](#), May 8, 2017. "[In Downtown, Street Artists Find a Surprising New Patron: Developers.](#)"

NEW MEMBERS

- [Wilson Associates](#)

Announcements

MEMBER SUGGESTIONS CCA STRATEGIC PLAN

CCA is looking for a consultant to prepare a strategic plan. The intent of the strategic plan is to provide CCA with a road map to be the ultimate voice for the future of DTLA. To submit consultant recommendations please contact CCA's Associate Director of Public Policy & Membership, Joanne Danganan, at jdanganan@ccala.org or (213) 416-7511.

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626 Wilshire Boulevard, Suite 200

Los Angeles, CA 90017